



The Disney Way, Revised Edition: Harnessing the Management Secrets of Disney in Your Company

By Bill Capodagli, Lynn Jackson

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“So useful you may whistle while you work”- *Fortune*

The original edition of *The Disney Way* was awarded a coveted “Best Business Book of the Year” by Fortune magazine. The world's foremost experts on Disney, Bill Capodagli and Lynn Jackson revealed Walt's secret success formula that propelled his company into the highest echelon of business, creativity, innovation, and success.

Now this fully revised edition profiles a new set of diverse organizations-from The Cheesecake Factory, Ernst and Young, and Four Seasons Hotels and Resorts, to Griffin Hospital, John Robert's Spa, and Men's Wearhouse-that have redefined their businesses by embracing The Disney Way. Walt's “dream, believe, dare, do” credo is a powerful foundation that will support any business, drive any team, and guide any leader to newfound levels of success.

“It was the Disney standard of imagination and engagement that inspired me so many years ago...Now, Bill and Lynn bring these ideals and practices into practical use, with something for any dreamer to use.”-from the new foreword by John Christensen, coauthor of the bestselling book *FISH!*

“This book is about the real magic: Stimulating and harmonizing the collective energy of your people.”-Ken Blanchard, bestselling author of *The One Minute Manager*

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Editorial Review

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Two years ago, consultant Tom Connellan used Disney as a model in his *Inside the Magic Kingdom: Seven Keys to Disney's Success*. Whereas Connellan focused on customer service, Capodagli and Jackson hold up Disney as a standard for its management methods and corporate culture. Like Connellan, these two authors are enchanted by the "Disney magic." In neither case did the Walt Disney Company provide sponsorship or even cooperate with the authors. Capodagli and Jackson are consultants who use the Disney model in their work. They have distilled the essence of Disney into the exhortation "Dream! Believe! Dare! Do!" and they identify 10 beliefs that "are at the heart of the Disney methodology." Interwoven throughout their book are examples of how they have successfully applied this credo in their work with other companies. Their primary, recurring illustration is that of their work with a successful restructuring at Whirlpool and the building of its Global No-Frost Team. *David Rouse*

From the Back Cover

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About the Author

Together, **Bill Capodagli** and **Lynn Jackson** have been in constant demand for their “Creating the Magic with Dream, Believe, Dare, Do” seminars, and have assisted countless businesses and leaders around the world in applying the principles that have made Disney so successful.

Users Review

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Kim Bogdan:

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Heidi Odom:

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